



WBTV

## ORDER

Print Date 09/11/12

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Flight Dates 09/12/12-09/17/12

Contract / Revision 818995 /

Original Date / Revision  
09/11/12 09/11/12

Advertiser Dalton for Governor

Agency Buying Time Media

Buying Contact

2715 M Street, NW  
4th Floor  
Washington, DC 20007Primary Account Executive  
Dave Clark

Account Executive	Order%	Start Date	End Date
Dave Clark	100%		

Product  
DALTON FOR GOVERNOR

Agency Com 15%

Billing Contact

650 Massachusetts Ave NW  
#210  
Washington, DC 20001

Sales Office T-DC

Sales Region National

Agency Ref

Order Sep 00:15:00

Estimate # 2205

Alt Order # 06310446

Billing Type Cash

Order Type Political

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes Agency Political Pol-Candic

Product Codes PL500

Priority P 5

Advertiser Ref

Order Share 33% Market Value 94287

Competing Station	% of Order	Amount
WAXN	%	0
WBTVn	1%	942
WBTVt	%	0
WCCB	3%	2828
WCNC	10%	9428
WHKY	%	0
WJZY	%	0
WMYT	%	0
WNSC	%	0
WSOC	53%	49972
WTVI	%	0
WUNE	%	0
WUNG	%	0

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	80	\$26,447.75	\$31,115.00	0.00
Totals	80	\$26,447.75	\$31,115.00	0.00

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/17/12	80	\$26,447.75	\$31,115.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	WBTV	09/12/12	09/14/12	America Now America Now	Comm	9a-10a	--WTF--	:30	4	\$55.00	P 5	0.00	NM	4	\$220.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/10/12	09/16/12	--WTF--		4		\$55.00		0.00					
E 2	WBTV	09/12/12	09/14/12	Rachael Ray Rachael Ray	Comm	10a-11a	--WTF--	:30	7	\$120.00	P 5	0.00	NM	7	\$840.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/10/12	09/16/12	--WTF--		7		\$120.00		0.00					
E 3	WBTV	09/17/12	09/17/12		Comm	9a-10a	1-----	:30	1	\$55.00	P 5	0.00	NM	1	\$55.00



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Print Date: 09/11/12

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Contract / Revision **818995** Flight Dates **09/12/12-09/17/12**

Hiatus Dates

Original Date / Revision 09/11/12/ 09/11/12

Order Sep 00:15:00

Advertiser **Dalton for Governor**Product **DALTON FOR GOVERNOR** Estimate # **2205**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				America Now											
				America Now											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	1-----					1	\$55.00		0.00			
E 4	WBTV	09/16/12	09/16/12	WBTV Sun 5a News	Comm	5-6a	-----1	:30	1	\$225.00	P 3	0.00	NM	1	\$225.00
				WBTV Sun Am News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----1					1	\$225.00		0.00			
E 5	WBTV	09/12/12	09/13/12	Late Show with David Letterman	Comm	1135-1237a	--WTF--	:30	2	\$250.00	P 3	0.00	NM	2	\$500.00
				David Letterman											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--WT---					2	\$250.00		0.00			
E 6	WBTV	09/15/12	09/15/12	WBTV Sat 5a News	Comm	5-6a	-----1-	:30	1	\$125.00	P 3	0.00	NM	1	\$125.00
				WBTV Sat 5a News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----1-					1	\$125.00		0.00			
E 7	WBTV	09/16/12	09/16/12	WBTV Sun 6a News	Comm	6-7a	-----1	:30	1	\$225.00	P 3	0.00	NM	1	\$225.00
				WBTV Sun AM News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----1					1	\$225.00		0.00			
E 8	WBTV	09/17/12	09/17/12	WBTV News 5a	Comm	5-530a	1-----	:30	1	\$300.00	P 3	0.00	NM	1	\$300.00
				WBTV News 5a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	1-----					1	\$300.00		0.00			
E 9	WBTV	09/12/12	09/14/12	WBTV News 5a	Comm	5-530a	--WTF--	:30	3	\$300.00	P 3	0.00	NM	3	\$900.00
				WBTV News 5a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--WTF--					3	\$300.00		0.00			
E 10	WBTV	09/17/12	09/17/12	CBS Soaps	Comm	12:30-3p	2-----	:30	2	\$250.00	P 5	0.00	NM	2	\$500.00
				CBS Daytime		(12:30 PM-2:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	2-----					2	\$250.00		0.00			
E 11	WBTV	09/12/12	09/14/12	CBS Soaps	Comm	12:30-3p	--WTF--	:30	6	\$250.00	P 5	0.00	NM	6	\$1,500.00
				CBS Daytime		(12:30 PM-2:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--WTF--					6	\$250.00		0.00			
E 12	WBTV	09/15/12	09/15/12	WBTV Sat 6a News	Comm	6-7a	-----1-	:30	1	\$375.00	P 1	0.00	NM	1	\$375.00
				WBTV Sat 6a News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----1-					1	\$375.00		0.00			
E 13	WBTV	09/12/12	09/14/12	WBTV News 4p	Comm	M-F 4-4.30p	--WTF--	:30	3	\$325.00	P 3	0.00	NM	3	\$975.00
				WBTV News at 4p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--WTF--					3	\$325.00		0.00			
E 14	WBTV	09/17/12	09/17/12	The Talk	Comm	2-3p	1-----	:30	1	\$400.00	P 1	0.00	NM	1	\$400.00
				The Talk											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	1-----					1	\$400.00		0.00			
E 15	WBTV	09/12/12	09/14/12	The Talk	Comm	2-3p	--WTF--	:30	3	\$400.00	P 1	0.00	NM	3	\$1,200.00
				The Talk											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Contract / Revision **818995** Flight Dates **09/12/12-09/17/12**

Hiatus Dates

Original Date / Revision 09/11/12/ 09/11/12

Order Sep 00:15:00

Advertiser **Dalton for Governor**Product **DALTON FOR GOVERNOR** Estimate # **2205**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 15	WBTV	09/12/12	09/14/12	The Talk The Talk	Comm	2-3p	-- WTF--	:30	3	\$400.00	P 1	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-- WTF--					3	\$400.00		0.00			
E 16	WBTV	09/12/12	09/14/12	WBTV News 4.30p WBTV News at 4.30p	Comm	M-F 4.30p-5p	-- WTF--	:30	3	\$350.00	P 3	0.00	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-- WTF--					3	\$350.00		0.00			
E 17	WBTV	09/17/12	09/17/12	Late Show with David Letterman David Letterman	Comm	1135-1237a	1-----	:30	1	\$250.00	P 3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	1-----					1	\$250.00		0.00			
E 18	WBTV	09/12/12	09/14/12	Price Is Right Price Is Right	Comm	11a-12p	-- WTF--	:30	3	\$350.00	P 3	0.00	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-- WTF--					3	\$350.00		0.00			
E 19	WBTV	09/12/12	09/14/12	WBTV News at Noon WBTV News At Noon	Comm	12-12:30p	-- WTF--	:30	3	\$350.00	P 3	0.00	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-- WTF--					3	\$350.00		0.00			
E 20	WBTV	09/17/12	09/17/12	CBS AM Network News The Early Show	Comm	7-9a	1-----	:30	1	\$400.00	P 3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	1-----					1	\$400.00		0.00			
E 21	WBTV	09/17/12	09/17/12	WBTV News at Noon WBTV News At Noon	Comm	12-12:30p	1-----	:30	1	\$250.00	P 5	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	1-----					1	\$250.00		0.00			
E 22	WBTV	09/12/12	09/14/12	CBS AM Network News The Early Show	Comm	7-9a	-- WTF--	:30	3	\$400.00	P 3	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-- WTF--					3	\$400.00		0.00			
E 23	WBTV	09/12/12	09/14/12	WBTV News 530a WBTV News 530a	Comm	530-6a	-- WTF--	:30	3	\$400.00	P 3	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-- WTF--					3	\$400.00		0.00			
E 24	WBTV	09/15/12	09/15/12	CBS Saturday Early Show CBS Saturday Early Show	Comm	8-10a	----- 1-	:30	1	\$300.00	P 3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	----- 1-					1	\$300.00		0.00			
E 25	WBTV	09/15/12	09/15/12	WBTV Sat 7a News WBTV Sat 7a News	Comm	7-8a	----- 1-	:30	1	\$250.00	P 5	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	----- 1-					1	\$250.00		0.00			
E 26	WBTV	09/16/12	09/16/12	CBS Sunday Morning CBS Sunday Morning	Comm	9-1030a	----- 1	:30	1	\$525.00	P 3	0.00	NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	----- 1					1	\$525.00		0.00			
E 27	WBTV	09/17/12	09/17/12	WBTV News 4p WBTV News at 4p	Comm	M-F 4-4.30p	1-----	:30	1	\$700.00	P 1	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	1-----					1	\$700.00		0.00			



WBTV

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Contract / Revision **818995** Flight Dates **09/12/12-09/17/12**

Hiatus Dates

Original Date / Revision 09/11/12/ 09/11/12

Order Sep 00:15:00

Advertiser **Dalton for Governor**Product **DALTON FOR GOVERNOR** Estimate # **2205**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 27	WBTV	09/17/12	09/17/12	WBTV News 4p WBTV News at 4p	Comm	M-F 4-4.30p	1-----	:30	1	\$700.00	P 1	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/17/12	09/23/12	1-----	1		\$700.00	0.00							
E 28	WBTV	09/17/12	09/17/12	WBTV News 6a WBTV News 6a	Comm	6-7a	1-----	:30	1	\$600.00	P 3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/17/12	09/23/12	1-----	1		\$600.00	0.00							
E 29	WBTV	09/12/12	09/14/12	WBTV News 5p WBTV News at 5p	Comm	5p-5:30p	--WTF--	:30	3	\$600.00	P 3	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/10/12	09/16/12	--WTF--	3		\$600.00	0.00							
E 30	WBTV	09/17/12	09/17/12	Price Is Right Price Is Right	Comm	11a-12p	1-----	:30	1	\$725.00	P 1	0.00	NM	1	\$725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/17/12	09/23/12	1-----	1		\$725.00	0.00							
E 31	WBTV	09/12/12	09/14/12	WBTV News 6a WBTV News 6a	Comm	6-7a	--WTF--	:30	3	\$600.00	P 3	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/10/12	09/16/12	--WTF--	3		\$600.00	0.00							
E 32	WBTV	09/12/12	09/14/12	Millionaire Millionaire	Comm	M-F 730p-8p	--WTF--	:30	3	\$600.00	P 3	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/10/12	09/16/12	--WTF--	3		\$600.00	0.00							
E 33	WBTV	09/12/12	09/14/12	WBTV News a 5:30p WBTV News at 530p	Comm	M-F 530p-6p	--WTF--	:30	2	\$650.00	P 3	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/10/12	09/16/12	--WTF--	2		\$650.00	0.00							
E 34	WBTV	09/17/12	09/17/12	WBTV News 4.30p WBTV News at 4.30p	Comm	M-F 4.30p-5p	1-----	:30	1	\$875.00	P 1	0.00	NM	1	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/17/12	09/23/12	1-----	1		\$875.00	0.00							
E 35	WBTV	09/12/12	09/14/12	WBTV News Primetime WBTV News Primetime	Comm	M-F 7p-730p	--WTF--	:30	3	\$700.00	P 3	0.00	NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/10/12	09/16/12	--WTF--	3		\$700.00	0.00							
E 36	WBTV	09/17/12	09/17/12	WBTV News Primetime WBTV News Primetime	Comm	M-F 7p-730p	1-----	:30	1	\$700.00	P 3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/17/12	09/23/12	1-----	1		\$700.00	0.00							
E 37	WBTV	09/12/12	09/14/12	WBTV News at 11p WBTV News @ 11p	Comm	11p-1135p	--WTF--	:30	2	\$950.00	P 3	0.00	NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/10/12	09/16/12	--WTF--	2		\$950.00	0.00							
E 38	WBTV	09/17/12	09/17/12	WBTV News at 11p WBTV News @ 11p	Comm	11p-1135p	1-----	:30	1	\$950.00	P 3	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/17/12	09/23/12	1-----	1		\$950.00	0.00							
Totals														80	\$31,115.00